

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

57 /People & Society/Social Issues & Advocacy/Charity & Philanthropy
82 /People & Society/Social Issues & Advocacy/Green Living & Environmental Issues
97 /Shopping/Consumer Resources/Consumer Advocacy & Protection
113 /People & Society/Ethnic & Identity Groups/Lesbian, Gay, Bisexual & Transgender
144 /Beauty & Fitness/Face & Body Care/Unwanted Body & Facial Hair Removal
171 /People & Society/Ethnic & Identity Groups/Indigenous Peoples/Native Americans
195 /Health/Reproductive Health
198 /Health/Reproductive Health/Birth Control
202 /Health/Reproductive Health/Male Impotence
235 /Beauty & Fitness/Hair Care/Hair Loss
236 /Beauty & Fitness/Weight Loss
237 /Health/Nutrition/Vitamins & Supplements
238 /Health/Medical Facilities & Services/Medical Procedures/Surgery/Cosmetic Surgery
241 /Beauty & Fitness/Fitness/Bodybuilding
245 /Health/Oral & Dental Care
246 /Health/Vision Care
257 /Health/Substance Abuse
401 /People & Society/Family & Relationships/Family/Parenting/Pregnancy & Maternity
409 /News/Politics/Right-Wing Politics
410 /News/Politics/Left-Wing Politics
420 /Health/Health Conditions/Skin Conditions
421 /Health/Reproductive Health/Sexually Transmitted Diseases
429 /Health/Health Conditions/Cancer
437 /Health/Mental Health
499 /Health/Alternative & Natural Medicine
500 /Health/Medical Facilities & Services/Physical Therapy
511 /Health/Mental Health/Counseling Services
528 /People & Society/Ethnic & Identity Groups/Asians & Diaspora/South Asians & Diaspora
536 /Health/Reproductive Health/Sex Education & Counseling
547 /People & Society/Ethnic & Identity Groups/Africans & Diaspora/African-Americans
548 /People & Society/Ethnic & Identity Groups/Latinos & Latin-Americans
549 /People & Society/Ethnic & Identity Groups/Asians & Diaspora/East Asians & Diaspora
550 /People & Society/Ethnic & Identity Groups/Jewish Culture
556 /People & Society/Ethnic & Identity Groups/Arabs & Middle Easterners
558 /Health/Reproductive Health/OBGYN
559 /Health/Health Conditions/Heart & Hypertension
571 /Health/Health Conditions/Eating Disorders
579 /People & Society/Ethnic & Identity Groups/Africans & Diaspora
580 /People & Society/Ethnic & Identity Groups/Asians & Diaspora/Southeast Asians & Pacific Islanders
585 /Arts & Entertainment/Music & Audio/Religious Music/Christian & Gospel Music
623 /Health/Aging & Geriatrics

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

624 /Health/Aging & Geriatrics/Alzheimer's Disease
625 /Health/Health Conditions/AIDS & HIV
626 /Health/Health Conditions/Allergies
627 /Health/Health Conditions/Respiratory Conditions/Asthma
628 /Health/Health Conditions/Arthritis
629 /Health/Health Conditions/Cold & Flu
630 /Health/Health Conditions/Blood Sugar & Diabetes
631 /Health/Health Conditions/Pain Management/Headaches & Migraines
632 /Health/Health Conditions/Infectious Diseases
633 /Health/Health Conditions/Sleep Disorders
634 /Health/Medical Facilities & Services/Doctors' Offices
635 /Health/Medical Facilities & Services/Medical Procedures
636 /Health/Men's Health
638 /Health/Health Conditions/GERD & Digestive Disorders
639 /Health/Mental Health/Anxiety & Stress
640 /Health/Mental Health/Depression
641 /Health/Health Conditions/Neurological Conditions/Learning & Developmental Disabilities
642 /Health/Health Conditions/Neurological Conditions/Learning & Developmental Disabilities/ADD & ADHD
643 /Health/Health Conditions/Heart & Hypertension/Cholesterol Issues
647 /Health/Reproductive Health/Infertility
649 /Health/Nursing/Assisted Living & Long Term Care
677 /People & Society/Disabled & Special Needs
681 /People & Society/Ethnic & Identity Groups/Indigenous Peoples
682 /People & Society/Ethnic & Identity Groups/Eastern Europeans
683 /People & Society/Ethnic & Identity Groups/Western Europeans
703 /People & Society/Social Issues & Advocacy/Work & Labor Issues
817 /Health/Health Conditions/Injury
818 /Health/Health Conditions/Obesity
819 /Health/Health Conditions/Pain Management
824 /Health/Health Conditions/Respiratory Conditions
862 /People & Society/Religion & Belief/Buddhism
864 /People & Society/Religion & Belief/Christianity
866 /People & Society/Religion & Belief/Hinduism
868 /People & Society/Religion & Belief/Islam
869 /People & Society/Religion & Belief/Judaism
941 /Health/Health Conditions/Genetic Disorders
942 /Health/Health Conditions/Neurological Conditions
946 /Health/Public Health/Toxic Substances & Poisoning
975 /People & Society/Religion & Belief/Skeptics & Non-Believers
976 /People & Society/Social Issues & Advocacy/Reproductive Rights
1121 /People & Society/Social Issues & Advocacy/Work & Labor Issues/Unions & Labor Movement
1124 /Hobbies & Leisure/Special Occasions/Holidays & Seasonal Events/Jewish Holidays
1127 /People & Society/Social Issues & Advocacy/Poverty & Hunger
1166 /People & Society/Social Issues & Advocacy/Housing & Development
1205 /People & Society/Social Issues & Advocacy/Discrimination & Identity Relations
1208 /Arts & Entertainment/Music & Audio/World Music/African Music
1211 /Health/Health Conditions/Ear Nose & Throat
1220 /Beauty & Fitness/Cosmetic Procedures
1224 /Health/Vision Care/Eyeglasses & Contacts

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

1235 /Health/Substance Abuse/Steroids & Performance-Enhancing Drugs
1236 /Health/Reproductive Health/Sexual Enhancement
1237 /Health/Substance Abuse/Smoking & Smoking Cessation
1238 /Health/Alternative & Natural Medicine/Cleansing & Detoxification
1239 /Health/Alternative & Natural Medicine/Acupuncture & Chinese
Medicine
1251 /People & Society/Religion & Belief/Scientology
1255 /Science/Ecology & Environment/Climate Change & Global Warming
1257 /People & Society/Ethnic & Identity Groups/Asians & Diaspora
1258 /People & Society/Religion & Belief/Pagan & Esoteric Traditions
1262 /Health/Health Conditions/Infectious Diseases/Parasites &
Parasitic Diseases
1263 /Health/Health Conditions/Infectious Diseases/Vaccines &
Immunizations
1274 /Hobbies & Leisure/Special Occasions/Holidays & Seasonal
Events/Christian Holidays
1275 /Hobbies & Leisure/Special Occasions/Holidays & Seasonal
Events/Islamic Holidays
1280 /People & Society/Social Issues & Advocacy/Human Rights &
Liberties
1281 /People & Society/Social Issues & Advocacy/Privacy Issues
1285 /Arts & Entertainment/Music & Audio/World Music/Latin American
Music/Latin Pop
1286 /Arts & Entertainment/Music & Audio/World Music/Latin American
Music/Salsa & Tropical Music
1287 /Arts & Entertainment/Music & Audio/World Music/Latin American
Music/Brazilian Music
1296 /People & Society/Religion & Belief/Places of Worship
1301 /People & Society/Social Issues & Advocacy/Same-Sex Marriage
1328 /Health/Health Conditions/Endocrine Conditions
1329 /Health/Health Conditions/Endocrine Conditions/Thyroid Conditions
1350 /Health/Substance Abuse/Drug & Alcohol Treatment
1351 /Health/Substance Abuse/Drug & Alcohol Testing
1352 /Health/Medical Devices & Equipment/Assistive Technology
1353 /Health/Medical Devices & Equipment/Assistive Technology/Mobility
Equipment & Accessories
1501 /Food & Drink/Cooking & Recipes/Healthy Eating
1502 /Health/Vision Care/Eye Exams & Optometry
1503 /Health/Vision Care/Laser Vision Correction
1570 /Health/Nutrition/Special & Restricted Diets/Low Carbohydrate
Diets
1571 /Health/Nutrition/Special & Restricted Diets/Low Fat & Low
Cholesterol Diets
1572 /Health/Nutrition/Special & Restricted Diets/Kosher Foods
101 /People & Society/Religion & Belief/Spirituality
250 /Health/Medical Facilities & Services/Hospitals & Treatment Centers
251 /Health/Medical Devices & Equipment
276 /Food & Drink/Restaurants
360 /Arts & Entertainment/Movies/Bollywood & South Asian Film
503 /People & Society/Subcultures & Niche Interests/Goth Subculture
525 /People & Society/Men's Interests/Men's Interests (Mature)
555 /Law & Government/Government/Visa & Immigration
644 /Health/Public Health/Occupational Health & Safety
645 /Health/Pediatrics

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

646 /Health/Pharmacy/Drugs & Medications
648 /Health/Women's Health
973 /People & Society/Ethnic & Identity Groups/Expatriate Communities
1031 /Arts & Entertainment/Music & Audio/World Music/Reggae & Caribbean Music
1032 /Arts & Entertainment/Music & Audio/World Music/South Asian Music
1033 /Arts & Entertainment/Music & Audio/World Music/East Asian Music
1034 /Arts & Entertainment/Music & Audio/World Music/Arab & Middle Eastern Music
1201 /News/Politics/Opinion & Commentary
1260 /People & Society/Family & Relationships/Troubled Relationships
1261 /People & Society/Family & Relationships/Troubled Relationships/Divorce & Separation
1313 /People & Society/Social Issues & Advocacy/Immigration Policy & Border Issues
1314 /People & Society/Social Issues & Advocacy/Drug Laws & Policy
1316 /Law & Government/Government/Public Policy
1340 /People & Society/Religion & Belief/Theology & Religious Study
1456 /Finance/Investing/Socially Responsible Investing
1483 /People & Society/Social Issues & Advocacy/Ethics
1532 /Food & Drink/Cooking & Recipes/Cuisines/Middle Eastern Cuisine
1551 /Food & Drink/Cooking & Recipes/Cuisines/East Asian Cuisine/Chinese Cuisine
1552 /Food & Drink/Cooking & Recipes/Cuisines/East Asian Cuisine/Japanese Cuisine
1553 /Food & Drink/Cooking & Recipes/Cuisines/South Asian Cuisine/Indian Cuisine
1554 /Food & Drink/Cooking & Recipes/Cuisines/East Asian Cuisine/Korean Cuisine
1555 /Food & Drink/Cooking & Recipes/Cuisines/Southeast Asian Cuisine/Thai Cuisine
1556 /Food & Drink/Cooking & Recipes/Cuisines/French Cuisine
1557 /Food & Drink/Cooking & Recipes/Cuisines/Mediterranean Cuisine/Italian Cuisine
1558 /Food & Drink/Cooking & Recipes/Cuisines/Mediterranean Cuisine/Greek Cuisine
1559 /Food & Drink/Cooking & Recipes/Cuisines/Mediterranean Cuisine/Spanish Cuisine
1560 /Food & Drink/Cooking & Recipes/Cuisines/Latin American Cuisine/Mexican Cuisine
1563 /Food & Drink/Cooking & Recipes/Cuisines/Eastern European Cuisine
1564 /Food & Drink/Cooking & Recipes/Cuisines/German Cuisine
1565 /Food & Drink/Cooking & Recipes/Cuisines/Latin American Cuisine/South American Cuisine
1566 /Food & Drink/Cooking & Recipes/Cuisines/Latin American Cuisine/Caribbean Cuisine
1567 /Food & Drink/Cooking & Recipes/Cuisines/South Asian Cuisine
1568 /Food & Drink/Cooking & Recipes/Cuisines/Southeast Asian Cuisine
1569 /Food & Drink/Cooking & Recipes/Cuisines/Southeast Asian Cuisine/Vietnamese Cuisine
5001 /World Localities/Africa
5002 /World Localities/Africa/Eastern Africa
5003 /World Localities/Africa/Eastern Africa/Ethiopia
5004 /World Localities/Africa/Eastern Africa/Kenya

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5005 /World Localities/Africa/Eastern Africa/Kenya/Nairobi
5006 /World Localities/Africa/Eastern Africa/Tanzania
5007 /World Localities/Africa/Eastern Africa/Uganda
5008 /World Localities/Africa/Eastern Africa/Zimbabwe
5009 /World Localities/Africa/Eastern Africa/Zimbabwe/Harare
5010 /World Localities/Africa/Middle Africa
5011 /World Localities/Africa/Middle Africa/Congo (DR)
5012 /World Localities/Africa/Middle Africa/Congo (DR)/Kinshasa
5013 /World Localities/Africa/Northern Africa
5014 /World Localities/Africa/Northern Africa/Algeria
5015 /World Localities/Africa/Northern Africa/Egypt
5016 /World Localities/Africa/Northern Africa/Egypt/Cairo
5017 /World Localities/Africa/Northern Africa/Morocco
5018 /World Localities/Africa/Northern Africa/Sudan
5019 /World Localities/Africa/Northern Africa/Tunisia
5020 /World Localities/Africa/Southern Africa
5021 /World Localities/Africa/Southern Africa/South Africa
5022 /World Localities/Africa/Southern Africa/South Africa/Cape Town
5023 /World Localities/Africa/Southern Africa/South Africa/Johannesburg
5024 /World Localities/Africa/Western Africa
5025 /World Localities/Africa/Western Africa/Ghana
5026 /World Localities/Africa/Western Africa/Nigeria
5027 /World Localities/Africa/Western Africa/Nigeria/Lagos
5028 /World Localities/Asia
5029 /World Localities/Asia/Central Asia
5030 /World Localities/Asia/Central Asia/Kazakhstan
5031 /World Localities/Asia/Central Asia/Uzbekistan
5032 /World Localities/Asia/East Asia
5033 /World Localities/Asia/East Asia/China
5034 /World Localities/Asia/East Asia/China/North Central China/Beijing
5035 /World Localities/Asia/East Asia/China/Northeast
China/Jilin/Changchun
5036 /World Localities/Asia/East Asia/China/South Central
China/Chongqing
5037 /World Localities/Asia/East Asia/China/Southeast
China/Guangdong/Dongguan
5038 /World Localities/Asia/East Asia/China/Southeast
China/Guangdong/Guangzhou
5039 /World Localities/Asia/East Asia/China/Eastern
China/Zhejiang/Hangzhou
5040 /World Localities/Asia/East Asia/China/Eastern China/Shanghai
5041 /World Localities/Asia/East Asia/China/Northeast
China/Liaoning/Shenyang
5042 /World Localities/Asia/East Asia/China/Southeast
China/Guangdong/Shenzhen
5043 /World Localities/Asia/East Asia/China/North Central China/Tianjin
5044 /World Localities/Asia/East Asia/China/Southwest China/Tibet
5045 /World Localities/Asia/East Asia/China/South Central
China/Hubei/Wuhan
5046 /World Localities/Asia/East Asia/China/Northwest
China/Shaanxi/Xi'an
5047 /World Localities/Asia/East Asia/Hong Kong
5048 /World Localities/Asia/East Asia/Japan
5049 /World Localities/Asia/East Asia/Japan/Chubu/Aichi/Nagoya

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5050 /World Localities/Asia/East Asia/Japan/Kansai/Osaka
5051 /World Localities/Asia/East Asia/Japan/Hokkaido/Sapporo
5052 /World Localities/Asia/East Asia/Japan/Kanto/Tokyo
5053 /World Localities/Asia/East Asia/North Korea
5054 /World Localities/Asia/East Asia/South Korea
5055 /World Localities/Asia/East Asia/South Korea/North
Gyeongsang/Daegu
5057 /World Localities/Asia/East Asia/South Korea/Seoul
5058 /World Localities/Asia/East Asia/Taiwan
5059 /World Localities/Asia/East Asia/Taiwan/Taipei
5060 /World Localities/Asia/Southeast Asia
5061 /World Localities/Asia/Southeast Asia/Indonesia
5062 /World Localities/Asia/Southeast Asia/Indonesia/Java
(Indonesia)/Jakarta
5063 /World Localities/Asia/Southeast Asia/Malaysia
5064 /World Localities/Asia/Southeast Asia/Malaysia/Kuala Lumpur
5065 /World Localities/Asia/Southeast Asia/Myanmar
5066 /World Localities/Asia/Southeast Asia/Philippines
5067 /World Localities/Asia/Southeast Asia/Philippines/Manila
5068 /World Localities/Asia/Southeast Asia/Singapore
5069 /World Localities/Asia/Southeast Asia/Thailand
5070 /World Localities/Asia/Southeast Asia/Thailand/Bangkok
5071 /World Localities/Asia/Southeast Asia/Viet Nam
5072 /World Localities/Asia/Southeast Asia/Viet Nam/Hanoi
5073 /World Localities/Asia/Southeast Asia/Viet Nam/Ho Chi Minh City
5074 /World Localities/Asia/South Asia
5075 /World Localities/Asia/South Asia/Afghanistan
5076 /World Localities/Asia/South Asia/Bangladesh
5077 /World Localities/Asia/South Asia/India
5078 /World Localities/Asia/South Asia/India/South
India/Karnataka/Bangalore
5079 /World Localities/Asia/South Asia/India/South India/Tamil
Nadu/Chennai
5080 /World Localities/Asia/South Asia/India/North India/Delhi
5081 /World Localities/Asia/South Asia/India/South
India/Telangana/Hyderabad
5082 /World Localities/Asia/South Asia/India/East India/West
Bengal/Kolkata
5083 /World Localities/Asia/South Asia/India/West
India/Maharashtra/Mumbai
5084 /World Localities/Asia/West Asia/Iran
5085 /World Localities/Asia/South Asia/Nepal
5086 /World Localities/Asia/South Asia/Pakistan
5087 /World Localities/Asia/South Asia/Pakistan/Karachi
5088 /World Localities/Asia/South Asia/Pakistan/Lahore
5089 /World Localities/Asia/South Asia/Sri Lanka
5090 /World Localities/Asia/West Asia
5091 /World Localities/Europe/Mediterranean Europe/Cyprus
5092 /World Localities/Asia/West Asia/Iraq
5093 /World Localities/Asia/West Asia/Israel
5094 /World Localities/Asia/West Asia/Israel/Jerusalem
5095 /World Localities/Asia/West Asia/Israel/Tel Aviv
5096 /World Localities/Asia/West Asia/Jordan
5097 /World Localities/Asia/West Asia/Lebanon

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5098 /World Localities/Asia/West Asia/Saudi Arabia
5099 /World Localities/Asia/West Asia/Syria
5100 /World Localities/Asia/West Asia/Turkey
5101 /World Localities/Asia/West Asia/Turkey/Central Anatolia/Ankara
5102 /World Localities/Asia/West Asia/Turkey/Marmara Region/Istanbul
5103 /World Localities/Asia/West Asia/United Arab Emirates
5104 /World Localities/Europe
5105 /World Localities/Europe/Central & Eastern Europe/Eastern Europe
5106 /World Localities/Europe/Central & Eastern Europe/Eastern
Europe/Belarus
5107 /World Localities/Europe/Southeastern Europe/Bulgaria
5108 /World Localities/Europe/Central & Eastern Europe/Czech Republic
5109 /World Localities/Europe/Central & Eastern Europe/Czech
Republic/Prague
5110 /World Localities/Europe/Central & Eastern Europe/Hungary
5111 /World Localities/Europe/Central & Eastern Europe/Hungary/Budapest
5112 /World Localities/Europe/Central & Eastern Europe/Poland
5113 /World Localities/Europe/Central & Eastern Europe/Poland/Katowice
(Upper Silesian)
5114 /World Localities/Europe/Central & Eastern Europe/Poland/Krakow
5115 /World Localities/Europe/Central & Eastern Europe/Poland/Warsaw
5116 /World Localities/Europe/Central & Eastern Europe/Poland/Wroclaw
5117 /World Localities/Europe/Central & Eastern Europe/Poland/ÅV>d≈f
5118 /World Localities/Europe/Southeastern Europe/Romania
5119 /World Localities/Europe/Southeastern Europe/Romania/Bucharest
5120 /World Localities/Asia/Russia & CIS/Russian Federation
5121 /World Localities/Asia/Russia & CIS/Russian Federation/Russian
Central District/Moscow
5122 /World Localities/Asia/Russia & CIS/Russian
Federation/Northwestern Russia/Saint Petersburg
5123 /World Localities/Europe/Central & Eastern Europe/Slovakia
5124 /World Localities/Europe/Central & Eastern Europe/Eastern
Europe/Ukraine
5125 /World Localities/Europe/Nordic Countries
5126 /World Localities/Europe/Nordic Countries/Denmark
5127 /World Localities/Europe/Nordic Countries/Denmark/Copenhagen
5128 /World Localities/Europe/Central & Eastern Europe/Baltics/Estonia
5129 /World Localities/Europe/Nordic Countries/Finland
5130 /World Localities/Europe/Nordic Countries/Finland/Helsinki
5131 /World Localities/Europe/Nordic Countries/Iceland
5132 /World Localities/Europe/Western Europe/Ireland
5133 /World Localities/Europe/Western Europe/Ireland/Dublin
5134 /World Localities/Europe/Central & Eastern Europe/Baltics/Latvia
5135 /World Localities/Europe/Central & Eastern
Europe/Baltics/Lithuania
5136 /World Localities/Europe/Nordic Countries/Norway
5137 /World Localities/Europe/Nordic Countries/Norway/Oslo
5138 /World Localities/Europe/Nordic Countries/Sweden
5139 /World Localities/Europe/Nordic Countries/Sweden/Stockholm
5140 /World Localities/Europe/Western Europe/United Kingdom
5141 /World Localities/Europe/Western Europe/United
Kingdom/England/West Midlands/Birmingham (UK)
5142 /World Localities/Europe/Western Europe/United
Kingdom/England/South West England/Bristol

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5143 /World Localities/Europe/Western Europe/United Kingdom/Scotland/Edinburgh
5144 /World Localities/Europe/Western Europe/United Kingdom/Scotland/Glasgow
5145 /World Localities/Europe/Western Europe/United Kingdom/England/Yorkshire/Leeds-Bradford
5146 /World Localities/Europe/Western Europe/United Kingdom/England/North West England/Liverpool
5147 /World Localities/Europe/Western Europe/United Kingdom/England/London (UK)
5148 /World Localities/Europe/Western Europe/United Kingdom/England/North West England/Manchester
5149 /World Localities/Europe/Western Europe/United Kingdom/England/Yorkshire/Sheffield
5150 /World Localities/Europe/Mediterranean Europe
5151 /World Localities/Europe/Southeastern Europe/Bosnia and Herzegovina
5152 /World Localities/Europe/Southeastern Europe/Croatia
5153 /World Localities/Europe/Southeastern Europe/Greece
5154 /World Localities/Europe/Southeastern Europe/Greece/Athens
5155 /World Localities/Europe/Mediterranean Europe/Italy
5156 /World Localities/Europe/Mediterranean Europe/Italy/Puglia/Bari
5157 /World Localities/Europe/Mediterranean Europe/Italy/Tuscany/Florence
5158 /World Localities/Europe/Mediterranean Europe/Italy/Liguria/Genoa
5159 /World Localities/Europe/Mediterranean Europe/Italy/Lombardy/Milan
5160 /World Localities/Europe/Mediterranean Europe/Italy/Campania/Naples
5161 /World Localities/Europe/Mediterranean Europe/Italy/Sicily/Palermo
5162 /World Localities/Europe/Mediterranean Europe/Italy/Lazio/Rome
5163 /World Localities/Europe/Mediterranean Europe/Italy/Sicily
5164 /World Localities/Europe/Mediterranean Europe/Italy/Piedmont/Turin
5165 /World Localities/Europe/Mediterranean Europe/Italy/Veneto/Venice
5166 /World Localities/Europe/Mediterranean Europe/Malta
5167 /World Localities/Europe/Mediterranean Europe/Portugal
5168 /World Localities/Europe/Mediterranean Europe/Portugal/Lisbon
5169 /World Localities/Europe/Southeastern Europe/Serbia
5170 /World Localities/Europe/Central & Eastern Europe/Slovenia
5171 /World Localities/Europe/Mediterranean Europe/Spain
5172 /World Localities/Europe/Mediterranean Europe/Spain/Catalonia/Barcelona
5173 /World Localities/Europe/Mediterranean Europe/Spain/Madrid
5174 /World Localities/Europe/Mediterranean Europe/Spain/Andalucia/Málaga
5175 /World Localities/Europe/Mediterranean Europe/Spain/Andalucia/Seville
5176 /World Localities/Europe/Mediterranean Europe/Spain/Valencian Community/Valencia
5177 /World Localities/Europe/Western Europe
5178 /World Localities/Europe/Central & Eastern Europe/Austria
5179 /World Localities/Europe/Central & Eastern Europe/Austria/Vienna
5180 /World Localities/Europe/Western Europe/Benelux/Belgium
5181 /World Localities/Europe/Western Europe/Benelux/Belgium/Brussels
5182 /World Localities/Europe/Western Europe/France

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5183 /World Localities/Europe/Western Europe/France/South East
France/Auvergne-Rhône-Alpes/Rhône-Alpes/Lyon
5184 /World Localities/Europe/Western Europe/France/South East
France/Provence-Alpes-Côte d'Azur/Marseille
5185 /World Localities/Europe/Western Europe/France/South East
France/Provence-Alpes-Côte d'Azur/Nice
5186 /World Localities/Europe/Western Europe/France/Ile-de-
France/Paris
5187 /World Localities/Europe/Western Europe/France/South West
France/Occitanie/Midi-Pyrénées/Toulouse
5188 /World Localities/Europe/Central & Eastern Europe/Germany
5189 /World Localities/Europe/Central & Eastern Europe/Germany/Berlin
5190 /World Localities/Europe/Central & Eastern Europe/Germany/North
Rhine-Westphalia/Cologne
5191 /World Localities/Europe/Central & Eastern Europe/Germany/North
Rhine-Westphalia/Dusseldorf
5192 /World Localities/Europe/Central & Eastern Europe/Germany/North
Rhine-Westphalia/Essen (Ruhr Area)
5193 /World Localities/Europe/Central & Eastern
Europe/Germany/Hesse/Frankfurt
5194 /World Localities/Europe/Central & Eastern Europe/Germany/Hamburg
5195 /World Localities/Europe/Central & Eastern
Europe/Germany/Bavaria/Munich
5196 /World Localities/Europe/Western Europe/Benelux/Luxembourg
5197 /World Localities/Europe/Western Europe/Benelux/Netherlands
5198 /World Localities/Europe/Western Europe/Benelux/Netherlands/North
Holland/Amsterdam
5199 /World Localities/Europe/Western Europe/Benelux/Netherlands/South
Holland/Rotterdam
5200 /World Localities/Europe/Central & Eastern Europe/Switzerland
5201 /World Localities/Europe/Central & Eastern
Europe/Switzerland/Geneva
5202 /World Localities/Europe/Central & Eastern
Europe/Switzerland/Zurich
5203 /World Localities/Latin America
5204 /World Localities/Latin America/Caribbean
5205 /World Localities/Latin America/Caribbean/Cuba
5206 /World Localities/Latin America/Caribbean/Dominican Republic
5207 /World Localities/Latin America/Caribbean/Puerto Rico
5208 /World Localities/Latin America/Central America
5209 /World Localities/Latin America/Central America/Costa Rica
5210 /World Localities/Latin America/Central America/Mexico
5211 /World Localities/Latin America/Central America/Mexico/Pacific
Coast (Mexico)/Jalisco/Guadalajara
5212 /World Localities/Latin America/Central America/Mexico/Central
Mexico/Mexico City
5213 /World Localities/Latin America/Central America/Mexico/Northern
Mexico/Nuevo León/Monterrey
5214 /World Localities/Latin America/Central America/Mexico/Baja
California/Tijuana
5215 /World Localities/Latin America/Central America/Panama
5216 /World Localities/Latin America/South America
5217 /World Localities/Latin America/South America/Argentina

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5218 /World Localities/Latin America/South America/Argentina/Buenos Aires
5219 /World Localities/Latin America/South America/Brazil
5220 /World Localities/Latin America/South America/Brazil/Southeast Brazil/Minas Gerais/Belo Horizonte
5221 /World Localities/Latin America/South America/Brazil/Central West Brazil/Brasilia
5222 /World Localities/Latin America/South America/Brazil/Northeast Brazil/Ceara/Fortaleza
5223 /World Localities/Latin America/South America/Brazil/South Brazil/Rio Grande do Sul/Porto Alegre
5224 /World Localities/Latin America/South America/Brazil/Northeast Brazil/Pernambuco/Recife
5225 /World Localities/Latin America/South America/Brazil/Southeast Brazil/Rio de Janeiro
5226 /World Localities/Latin America/South America/Brazil/Northeast Brazil/Bahia/Salvador
5227 /World Localities/Latin America/South America/Brazil/Southeast Brazil/Sao Paulo (State)
5228 /World Localities/Latin America/South America/Chile
5229 /World Localities/Latin America/South America/Chile/Santiago
5230 /World Localities/Latin America/South America/Colombia
5231 /World Localities/Latin America/South America/Colombia/Bogota
5232 /World Localities/Latin America/South America/Peru
5233 /World Localities/Latin America/South America/Peru/Lima
5234 /World Localities/Latin America/South America/Uruguay
5235 /World Localities/Latin America/South America/Venezuela
5236 /World Localities/Latin America/South America/Venezuela/Caracas
5237 /World Localities/North America
5238 /World Localities/North America/Canada
5239 /World Localities/North America/Canada/Atlantic Provinces
5240 /World Localities/North America/Canada/Atlantic Provinces/Nova Scotia/Halifax
5241 /World Localities/North America/Canada/British Columbia
5242 /World Localities/North America/Canada/British Columbia/Vancouver
5243 /World Localities/North America/Canada/British Columbia/Victoria (BC)
5244 /World Localities/North America/Canada/Canadian Prairies
5245 /World Localities/North America/Canada/Canadian Prairies/Alberta/Calgary
5246 /World Localities/North America/Canada/Canadian Prairies/Alberta/Edmonton
5247 /World Localities/North America/Canada/Canadian Prairies/Manitoba/Winnipeg
5248 /World Localities/North America/Canada/Northern Territories
5249 /World Localities/North America/Canada/Ontario
5250 /World Localities/North America/Canada/Ontario/Hamilton-Niagara Peninsula
5251 /World Localities/North America/Canada/Ontario/Southwestern Ontario
5252 /World Localities/North America/Canada/Ontario/Ottawa-Gatineau
5253 /World Localities/North America/Canada/Ontario/Greater Toronto
5254 /World Localities/North America/Canada/Quebec
5255 /World Localities/North America/Canada/Quebec/Montreal

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5256 /World Localities/North America/Canada/Quebec/Quebec City
5257 /World Localities/North America/USA
5258 /World Localities/North America/USA/Alaska
5259 /World Localities/North America/USA/California
5260 /World Localities/North America/USA/California/San Joaquin Valley
5261 /World Localities/North America/USA/California/Southern
California/Los Angeles
5262 /World Localities/North America/USA/California/Southern
California/Inland Empire
5263 /World Localities/North America/USA/California/Sacramento Valley
5264 /World Localities/North America/USA/California/Southern
California/San Diego
5265 /World Localities/North America/USA/California/San Francisco Bay
Area
5266 /World Localities/North America/USA/California/Silicon Valley
5267 /World Localities/North America/USA/Florida
5268 /World Localities/North America/USA/Florida/North
Florida/Jacksonville
5269 /World Localities/North America/USA/Florida/Southern Florida/South
Florida Metro/Miami-Dade
5270 /World Localities/North America/USA/Florida/Central
Florida/Greater Orlando
5271 /World Localities/North America/USA/Florida/Central Florida/Tampa
Bay Area
5272 /World Localities/North America/USA/Florida/Southern Florida/South
Florida Metro/West Palm Beach-Boca Raton
5273 /World Localities/North America/USA/Great Plains (USA)
5274 /World Localities/North America/USA/Great Plains
(USA)/Oklahoma/Oklahoma City
5275 /World Localities/North America/USA/Great Plains
(USA)/Oklahoma/Tulsa
5276 /World Localities/North America/USA/Hawaii
5277 /World Localities/North America/USA/Mid-Atlantic (USA)
5278 /World Localities/North America/USA/Mid-Atlantic (USA)/New York
State/Albany-Capital District
5279 /World Localities/North America/USA/Mid-Atlantic
(USA)/Maryland/Baltimore Metro
5280 /World Localities/North America/USA/Mid-Atlantic (USA)/New York
State/Buffalo-Niagara Falls
5281 /World Localities/North America/USA/Mid-Atlantic
(USA)/Pennsylvania/Harrisburg-South Central PA
5282 /World Localities/North America/USA/Mid-Atlantic (USA)/New York
State/New York City
5283 /World Localities/North America/USA/Mid-Atlantic
(USA)/Pennsylvania/Philadelphia
5284 /World Localities/North America/USA/Mid-Atlantic
(USA)/Pennsylvania/Pittsburgh
5285 /World Localities/North America/USA/Mid-Atlantic (USA)/New York
State/Rochester-Finger Lakes
5286 /World Localities/North America/USA/Mid-Atlantic (USA)/Washington
DC
5287 /World Localities/North America/USA/Midwest (USA)
5288 /World Localities/North America/USA/Midwest (USA)/Illinois/Chicago
5289 /World Localities/North America/USA/Midwest (USA)/Ohio/Cincinnati

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5290 /World Localities/North America/USA/Midwest (USA)/Ohio/Greater
Cleveland

5291 /World Localities/North America/USA/Midwest (USA)/Ohio/Columbus
(OH)

5292 /World Localities/North America/USA/Midwest (USA)/Michigan/Detroit

5293 /World Localities/North America/USA/Midwest (USA)/Michigan/Grand
Rapids-West Michigan

5294 /World Localities/North America/USA/Midwest
(USA)/Indiana/Indianapolis

5295 /World Localities/North America/USA/Midwest (USA)/Missouri/Kansas
City

5296 /World Localities/North America/USA/Midwest
(USA)/Wisconsin/Milwaukee

5297 /World Localities/North America/USA/Midwest
(USA)/Minnesota/Minneapolis-Saint Paul

5298 /World Localities/North America/USA/Midwest (USA)/Missouri/Greater
St. Louis

5299 /World Localities/North America/USA/New England

5300 /World Localities/North America/USA/New
England/Massachusetts/Boston Metro

5301 /World Localities/North America/USA/New
England/Connecticut/Greater Hartford

5302 /World Localities/North America/USA/New England/Rhode
Island/Providence

5303 /World Localities/North America/USA/Pacific Northwest

5304 /World Localities/North America/USA/Pacific
Northwest/Oregon/Portland (OR)

5305 /World Localities/North America/USA/Pacific Northwest/Washington
State/Seattle-Tacoma

5306 /World Localities/North America/USA/Rocky Mountains

5307 /World Localities/North America/USA/Rocky
Mountains/Colorado/Denver

5308 /World Localities/North America/USA/South (USA)

5309 /World Localities/North America/USA/South (USA)/Georgia
(USA)/Atlanta

5310 /World Localities/North America/USA/South (USA)/Louisiana/Baton
Rouge

5311 /World Localities/North America/USA/South (USA)/Alabama/Birmingham
(AL)

5312 /World Localities/North America/USA/South (USA)/North
Carolina/Charlotte Metro

5313 /World Localities/North America/USA/South (USA)/North
Carolina/Piedmont Triad

5314 /World Localities/North America/USA/South (USA)/South
Carolina/Upstate South Carolina

5315 /World Localities/North America/USA/South
(USA)/Kentucky/Louisville

5316 /World Localities/North America/USA/South (USA)/Tennessee/Memphis

5317 /World Localities/North America/USA/South
(USA)/Tennessee/Nashville

5318 /World Localities/North America/USA/South (USA)/Louisiana/New
Orleans

5319 /World Localities/North America/USA/South (USA)/Virginia/Virginia
Beach-Hampton Roads

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5320 /World Localities/North America/USA/South (USA)/North Carolina/Raleigh-Durham

5321 /World Localities/North America/USA/South (USA)/Virginia/Richmond-Petersburg

5322 /World Localities/North America/USA/Southwest (USA)

5323 /World Localities/North America/USA/Southwest (USA)/New Mexico/Albuquerque-Santa Fe

5324 /World Localities/North America/USA/Southwest (USA)/Nevada/Las Vegas

5325 /World Localities/North America/USA/Southwest (USA)/Arizona/Phoenix

5326 /World Localities/North America/USA/Southwest (USA)/Nevada/Reno-Sparks

5327 /World Localities/North America/USA/Southwest (USA)/Utah/Salt Lake City

5328 /World Localities/North America/USA/Southwest (USA)/Arizona/Tucson

5329 /World Localities/North America/USA/Texas

5330 /World Localities/North America/USA/Texas/Austin-Round Rock

5331 /World Localities/North America/USA/Texas/Dallas-Fort Worth

5332 /World Localities/North America/USA/Texas/El Paso

5333 /World Localities/North America/USA/Texas/Houston

5334 /World Localities/North America/USA/Texas/San Antonio

5335 /World Localities/Oceania

5336 /World Localities/Oceania/Australia

5337 /World Localities/Oceania/Australia/South Australia/Adelaide

5338 /World Localities/Oceania/Australia/Queensland/Brisbane

5339 /World Localities/Oceania/Australia/New South Wales/Canberra

5340 /World Localities/Oceania/Australia/Queensland/Gold Coast

5341 /World Localities/Oceania/Australia/Victoria (AU)/Melbourne

5342 /World Localities/Oceania/Australia/New South Wales/Newcastle (AU)

5343 /World Localities/Oceania/Australia/Western Australia/Perth

5344 /World Localities/Oceania/Australia/New South Wales/Sydney

5345 /World Localities/Oceania/Pacific Islands/Melanesia

5346 /World Localities/Oceania/Pacific Islands/Melanesia/Fiji

5347 /World Localities/Oceania/Pacific Islands/Melanesia/Papua New Guinea

5348 /World Localities/Oceania/Pacific Islands/Micronesia

5349 /World Localities/Oceania/Pacific Islands/Micronesia/Guam

5350 /World Localities/Oceania/New Zealand

5351 /World Localities/Oceania/New Zealand/Auckland

5352 /World Localities/Oceania/Pacific Islands/Polynesia

5353 /World Localities/Polar Regions

5354 /World Localities/North America/Bermuda

5355 /World Localities/Asia/East Asia/Macau

5356 /World Localities/Oceania/Australia/Tasmania

5357 /World Localities/Oceania/Australia/Queensland/Cairns

5358 /World Localities/Oceania/New Zealand/Wellington

5359 /World Localities/Oceania/New Zealand/Christchurch

5360 /World Localities/Latin America/Caribbean/Bahamas

5361 /World Localities/Asia/Southeast Asia/Indonesia/Nusa Tenggara/Bali

5362 /World Localities/Asia/Southeast Asia/Thailand/Southern Thailand/Phuket

5363 /World Localities/Asia/East Asia/China/Northeast China

5364 /World Localities/Asia/East Asia/China/Eastern China

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5365 /World Localities/Asia/East Asia/China/Southeast China
5366 /World Localities/Asia/East Asia/China/South Central China
5367 /World Localities/Asia/East Asia/China/North Central China
5368 /World Localities/Asia/East Asia/China/Northwest China
5369 /World Localities/Asia/East Asia/China/Southwest China
5370 /World Localities/Asia/East Asia/South Korea/Gyeonggi/Incheon
5371 /World Localities/Asia/East Asia/South Korea/Jeju
5372 /World Localities/Asia/East Asia/South Korea/South
Gyeongsang/Busan
5373 /World Localities/Asia/East Asia/South Korea/South Jeolla/Gwangju
5374 /World Localities/Asia/East Asia/South Korea/South
Chungcheong/Daejeon
5375 /World Localities/Asia/East Asia/South Korea/Gyeonggi
5376 /World Localities/Asia/East Asia/South Korea/South
Gyeongsang/Ulsan
5377 /World Localities/Asia/East Asia/Japan/Kanto
5378 /World Localities/Asia/East Asia/Japan/Tohoku
5379 /World Localities/Asia/East Asia/Japan/Okinawa
5380 /World Localities/Asia/East Asia/Japan/Kyushu
5381 /World Localities/Asia/East Asia/Japan/Hokkaido
5382 /World Localities/Asia/East Asia/Japan/Chubu
5383 /World Localities/Asia/East Asia/Japan/Kansai
5384 /World Localities/Asia/East Asia/Japan/Shikoku
5385 /World Localities/Asia/East Asia/Japan/Chugoku
5386 /World Localities/Asia/East Asia/Taiwan/Kaohsiung
5387 /World Localities/Asia/East Asia/Taiwan/Tainan
5388 /World Localities/Asia/East Asia/Taiwan/Taichung
5389 /World Localities/Asia/East Asia/Taiwan/Hsinchu
5390 /World Localities/Asia/East Asia/China/Northeast China/Liaoning
5391 /World Localities/Asia/East Asia/China/Northeast
China/Heilongjiang
5392 /World Localities/Asia/East Asia/China/Eastern China/Jiangsu
5393 /World Localities/Asia/East Asia/China/Eastern China/Zhejiang
5394 /World Localities/Asia/East Asia/China/Southeast China/Fujian
5395 /World Localities/Asia/East Asia/China/Southeast China/Guangdong
5396 /World Localities/Asia/East Asia/China/South Central China/Sichuan
5397 /World Localities/Asia/East Asia/China/South Central China/Hubei
5398 /World Localities/Asia/East Asia/China/South Central China/Hunan
5399 /World Localities/Asia/East Asia/China/North Central China/Henan
5400 /World Localities/Asia/East Asia/China/North Central
China/Shandong
5401 /World Localities/Asia/East Asia/China/North Central China/Hebei
5402 /World Localities/Asia/East Asia/China/Northwest China/Shaanxi
5403 /World Localities/Asia/East Asia/China/Northwest China/Xinjiang
5404 /World Localities/Asia/East Asia/Japan/Kanto/Kanagawa/Yokohama
5405 /World Localities/Asia/East Asia/Japan/Kyushu/Fukuoka
5406 /World Localities/Asia/East Asia/Japan/Kansai/Hyogo/Kobe
5407 /World Localities/Asia/East Asia/Japan/Kansai/Kyoto
5408 /World Localities/Asia/Russia & CIS/Caucasus
5409 /World Localities/North America/USA/Mid-Atlantic (USA)/New York
State
5410 /World Localities/North America/USA/Mid-Atlantic
(USA)/Pennsylvania
5411 /World Localities/North America/USA/Mid-Atlantic (USA)/New Jersey

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5412 /World Localities/North America/USA/Midwest (USA)/Ohio
5413 /World Localities/North America/USA/Midwest (USA)/Michigan
5414 /World Localities/North America/USA/Midwest (USA)/Missouri
5415 /World Localities/North America/USA/South (USA)/Virginia
5416 /World Localities/North America/USA/South (USA)/North Carolina
5417 /World Localities/North America/USA/South (USA)/Louisiana
5418 /World Localities/North America/USA/South (USA)/South Carolina
5419 /World Localities/North America/USA/South (USA)/Tennessee
5420 /World Localities/North America/USA/South (USA)/Georgia (USA)
5421 /World Localities/North America/USA/South (USA)/Kentucky
5422 /World Localities/North America/USA/South (USA)/Alabama
5423 /World Localities/North America/USA/New England/Connecticut
5424 /World Localities/North America/USA/New England/Massachusetts
5425 /World Localities/North America/USA/New England/Rhode Island
5426 /World Localities/North America/USA/Great Plains (USA)/Oklahoma
5427 /World Localities/North America/USA/Mid-Atlantic (USA)/Maryland
5428 /World Localities/North America/USA/Midwest (USA)/Illinois
5429 /World Localities/North America/USA/Midwest (USA)/Indiana
5430 /World Localities/North America/USA/Midwest (USA)/Wisconsin
5431 /World Localities/North America/USA/Midwest (USA)/Minnesota
5432 /World Localities/North America/USA/Pacific Northwest/Washington
State
5433 /World Localities/North America/USA/Pacific Northwest/Oregon
5434 /World Localities/North America/USA/Rocky Mountains/Colorado
5435 /World Localities/North America/USA/Southwest (USA)/Arizona
5436 /World Localities/North America/USA/Southwest (USA)/Nevada
5437 /World Localities/North America/USA/Southwest (USA)/Utah
5438 /World Localities/North America/USA/Southwest (USA)/New Mexico
5439 /World Localities/Latin America/Caribbean/Jamaica
5440 /World Localities/Europe/Western Europe/United Kingdom/England
5441 /World Localities/Europe/Western Europe/United Kingdom/Scotland
5442 /World Localities/Europe/Western Europe/United Kingdom/Wales
5443 /World Localities/Europe/Western Europe/United Kingdom/Northern
Ireland
5444 /World Localities/Europe/Western Europe/United
Kingdom/England/South East England
5445 /World Localities/Europe/Western Europe/United
Kingdom/England/South West England
5446 /World Localities/Europe/Western Europe/United
Kingdom/England/East of England
5447 /World Localities/Europe/Western Europe/United
Kingdom/England/East Midlands
5448 /World Localities/Europe/Western Europe/United
Kingdom/England/West Midlands
5449 /World Localities/Europe/Western Europe/United
Kingdom/England/Yorkshire
5450 /World Localities/Europe/Western Europe/United
Kingdom/England/North West England
5451 /World Localities/Europe/Western Europe/United
Kingdom/England/North East England
5452 /World Localities/Oceania/Australia/New South Wales
5453 /World Localities/Oceania/Australia/Queensland
5454 /World Localities/Oceania/Australia/Victoria (AU)
5455 /World Localities/Oceania/Australia/Western Australia

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5456 /World Localities/Oceania/Australia/South Australia
5457 /World Localities/Oceania/Australia/Northern Territory
5458 /World Localities/North America/USA/Midwest (USA)/Iowa
5459 /World Localities/North America/USA/New England/Maine
5460 /World Localities/North America/USA/New England/Vermont
5461 /World Localities/North America/USA/New England/New Hampshire
5462 /World Localities/North America/USA/Great Plains (USA)/Kansas
5463 /World Localities/North America/USA/Mid-Atlantic (USA)/Delaware
5464 /World Localities/North America/USA/Rocky Mountains/Wyoming
5465 /World Localities/North America/USA/Rocky Mountains/Montana
5466 /World Localities/North America/USA/Rocky Mountains/Idaho
5467 /World Localities/North America/USA/South (USA)/Arkansas
5468 /World Localities/North America/USA/South (USA)/West Virginia
5469 /World Localities/North America/USA/South (USA)/Mississippi
5470 /World Localities/North America/USA/Great Plains (USA)/Nebraska
5471 /World Localities/North America/USA/Great Plains (USA)/North
Dakota
5472 /World Localities/North America/USA/Great Plains (USA)/South
Dakota
5473 /World Localities/Africa/Eastern Africa/Rwanda
5474 /World Localities/North America/USA/California/Lake Tahoe
5475 /World Localities/North America/USA/California/Southern
California/Orange County (CA)
5476 /World Localities/Europe/Mediterranean Europe/Spain/Andalucia
5477 /World Localities/Europe/Mediterranean Europe/Spain/Catalonia
5478 /World Localities/Europe/Mediterranean Europe/Spain/Valencian
Community
5479 /World Localities/Europe/Mediterranean Europe/Spain/Galicia
5480 /World Localities/Europe/Mediterranean Europe/Spain/Castile and
Lev>n
5481 /World Localities/Europe/Mediterranean Europe/Spain/Basque Country
5482 /World Localities/Europe/Mediterranean Europe/Spain/Canary Islands
5483 /World Localities/Europe/Mediterranean Europe/Spain/Castile-La
Mancha
5484 /World Localities/Europe/Mediterranean Europe/Spain/Murcia
5485 /World Localities/Europe/Mediterranean Europe/Spain/Aragon
5486 /World Localities/Europe/Mediterranean Europe/Spain/Extremadura
5487 /World Localities/Europe/Mediterranean Europe/Spain/Asturias
5488 /World Localities/Europe/Mediterranean Europe/Spain/Balearic
Islands
5489 /World Localities/Europe/Central & Eastern Europe/Germany/North
Rhine-Westphalia
5490 /World Localities/Europe/Central & Eastern Europe/Germany/Baden-
Wuerttemberg
5491 /World Localities/Europe/Central & Eastern Europe/Germany/Bavaria
5492 /World Localities/Europe/Central & Eastern Europe/Germany/Lower
Saxony
5493 /World Localities/Europe/Central & Eastern Europe/Germany/Hesse
5494 /World Localities/Europe/Central & Eastern
Europe/Germany/Brandenburg
5495 /World Localities/Europe/Central & Eastern Europe/Germany/Bremen
5496 /World Localities/Europe/Central & Eastern
Europe/Germany/Mecklenburg-Vorpommern

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5497 /World Localities/Europe/Central & Eastern Europe/Germany/Rhineland-Palatinate
5498 /World Localities/Europe/Central & Eastern Europe/Germany/Saarland
5499 /World Localities/Europe/Central & Eastern Europe/Germany/Saxony
5500 /World Localities/Europe/Central & Eastern Europe/Germany/Saxony-Anhalt
5501 /World Localities/Europe/Central & Eastern Europe/Germany/Schleswig-Holstein
5502 /World Localities/Europe/Central & Eastern Europe/Germany/Thuringia
5503 /World Localities/Europe/Mediterranean Europe/Italy/Lombardy
5504 /World Localities/Europe/Mediterranean Europe/Italy/Campania
5505 /World Localities/Europe/Mediterranean Europe/Italy/Lazio
5506 /World Localities/Europe/Mediterranean Europe/Italy/Veneto
5507 /World Localities/Europe/Mediterranean Europe/Italy/Piedmont
5508 /World Localities/Europe/Mediterranean Europe/Italy/Emilia-Romagna
5509 /World Localities/Europe/Mediterranean Europe/Italy/Puglia
5510 /World Localities/Europe/Mediterranean Europe/Italy/Tuscany
5511 /World Localities/Europe/Mediterranean Europe/Italy/Liguria
5512 /World Localities/Europe/Mediterranean Europe/Italy/Sardinia
5513 /World Localities/Europe/Mediterranean Europe/Italy/Calabria
5514 /World Localities/Asia/South Asia/India/Northeast India
5515 /World Localities/Asia/South Asia/India/East India
5516 /World Localities/Asia/South Asia/India/South India
5517 /World Localities/Asia/South Asia/India/West India
5518 /World Localities/Asia/South Asia/India/West India/Goa
5519 /World Localities/Asia/South Asia/India/North India
5520 /World Localities/Asia/South Asia/India/North India/Uttar Pradesh/Agra
5521 /World Localities/Asia/South Asia/India/West India/Rajasthan/Jaipur
5522 /World Localities/Latin America/South America/Brazil/North Brazil
5523 /World Localities/Latin America/South America/Brazil/Northeast Brazil
5524 /World Localities/Latin America/South America/Brazil/South Brazil
5525 /World Localities/Latin America/South America/Brazil/Southeast Brazil
5526 /World Localities/Latin America/South America/Brazil/Central West Brazil
5527 /World Localities/Europe/Western Europe/France/South West France
5528 /World Localities/Europe/Western Europe/France/South East France
5529 /World Localities/Europe/Western Europe/France/Véle-de-France
5530 /World Localities/Europe/Western Europe/France/West France
5531 /World Localities/Europe/Western Europe/France/East France
5532 /World Localities/Europe/Western Europe/France/North France
5533 /World Localities/Europe/Western Europe/France/Central France
5534 /World Localities/Europe/Western Europe/Benelux
5535 /World Localities/North America/USA/California/Southern California
5536 /World Localities/Latin America/South America/Ecuador
5537 /World Localities/Asia/Russia & CIS/Caucasus/Armenia
5538 /World Localities/Asia/Russia & CIS/Caucasus/Azerbaijan
5539 /World Localities/Asia/Russia & CIS/Caucasus/Georgia
5540 /World Localities/Latin America/South America/Bolivia
5541 /World Localities/Latin America/South America/Paraguay

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5542 /World Localities/Latin America/South America/Suriname
5543 /World Localities/Latin America/South America/Guyana
5544 /World Localities/Latin America/South America/French Guiana
5545 /World Localities/Latin America/Central America/Nicaragua
5546 /World Localities/Latin America/Central America/Honduras
5547 /World Localities/Latin America/Central America/Guatemala
5548 /World Localities/Latin America/Central America/El Salvador
5549 /World Localities/Latin America/Central America/Belize
5550 /World Localities/Latin America/Caribbean/Antigua & Barbuda
5552 /World Localities/Asia/West Asia/Bahrain
5553 /World Localities/Asia/South Asia/Bhutan
5554 /World Localities/Asia/Southeast Asia/Brunei
5555 /World Localities/Asia/Southeast Asia/Cambodia
5556 /World Localities/Europe/Central & Eastern Europe/Baltics
5557 /World Localities/Asia/Southeast Asia/East Timor
5558 /World Localities/Asia/West Asia/Kuwait
5559 /World Localities/Latin America/Caribbean/Barbados
5560 /World Localities/Latin America/Caribbean/Dominica
5561 /World Localities/Latin America/Caribbean/Grenada
5562 /World Localities/Latin America/Caribbean/Haiti
5563 /World Localities/Latin America/Caribbean/Saint Kitts & Nevis
5564 /World Localities/Latin America/Caribbean/Saint Lucia
5565 /World Localities/Europe/Central & Eastern Europe
5566 /World Localities/Europe/Central & Eastern Europe/Liechtenstein
5567 /World Localities/Europe/Southeastern Europe
5568 /World Localities/Oceania/Pacific Islands/Polynesia/Tahiti & Bora
Bora
5569 /World Localities/Latin America/Caribbean/Aruba, Bonaire &
Curaçao
5570 /World Localities/Latin America/Caribbean/Cayman Islands
5571 /World Localities/Latin America/Caribbean/Virgin Islands
5572 /World Localities/Latin America/Caribbean/Saint Vincent &
Grenadines
5573 /World Localities/Latin America/Caribbean/Trinidad & Tobago
5574 /World Localities/Asia/Central Asia/Kyrgyzstan
5575 /World Localities/Asia/Southeast Asia/Laos
5576 /World Localities/Asia/South Asia/Indian Ocean Islands/Maldives
5577 /World Localities/Asia/East Asia/Mongolia
5578 /World Localities/Asia/West Asia/Oman
5579 /World Localities/Asia/Central Asia/Tajikistan
5580 /World Localities/Asia/Central Asia/Turkmenistan
5581 /World Localities/Asia/West Asia/Yemen
5582 /World Localities/Europe/Southeastern Europe/Albania
5583 /World Localities/Europe/Western Europe/Andorra
5584 /World Localities/Europe/Southeastern Europe/Republic of Macedonia
5585 /World Localities/Europe/Central & Eastern Europe/Eastern
Europe/Moldova
5586 /World Localities/Europe/Mediterranean Europe/Monaco
5587 /World Localities/Europe/Mediterranean Europe/San Marino
5588 /World Localities/Middle East
5589 /World Localities/Oceania/Pacific Islands
5590 /World Localities/Asia/West Asia/Qatar
5591 /World Localities/Africa/Eastern Africa/Somalia
5592 /World Localities/Asia/West Asia/Palestine

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5593 /World Localities/Asia/Russia & CIS
5594 /World Localities/Asia/Russia & CIS/Russian Federation/Northwestern Russia
5595 /World Localities/Asia/Russia & CIS/Russian Federation/Russian Central District
5596 /World Localities/North America/Canada/Atlantic Provinces/New Brunswick
5597 /World Localities/North America/Canada/Atlantic Provinces/Nova Scotia
5598 /World Localities/North America/Canada/Atlantic Provinces/Newfoundland & Labrador
5599 /World Localities/North America/Canada/Atlantic Provinces/Prince Edward Island
5600 /World Localities/North America/Canada/Canadian Prairies/Alberta
5601 /World Localities/North America/Canada/Canadian Prairies/Saskatchewan
5602 /World Localities/North America/Canada/Canadian Prairies/Manitoba
5603 /World Localities/Asia/Russia & CIS/Russian Federation/Russian Southern District
5604 /World Localities/Asia/Russia & CIS/Russian Federation/Volga District
5605 /World Localities/Asia/Russia & CIS/Russian Federation/Siberian Federal District
5606 /World Localities/Asia/Russia & CIS/Russian Federation/Far Eastern Russia
5607 /World Localities/Asia/Russia & CIS/Russian Federation/Urals District
5608 /World Localities/Europe/Western Europe/France/French Overseas (DOM-TOM)
5609 /World Localities/Europe/Western Europe/France/West France/Pays de la Loire/Nantes
5610 /World Localities/Europe/Western Europe/France/East France/Grand-Est/Alsace/Strasbourg
5611 /World Localities/Europe/Western Europe/France/North France/Hauts-de-France/Nord-Pas-de-Calais/Lille
5612 /World Localities/Europe/Western Europe/France/South West France/Occitanie/Languedoc-Roussillon/Montpellier
5613 /World Localities/Europe/Western Europe/France/South West France/Nouvelle-Aquitaine/Aquitaine/Bordeaux
5614 /World Localities/Europe/Western Europe/France/West France/Brittany/Rennes
5616 /World Localities/Europe/Mediterranean Europe/Spain/Andalucia/C  diz
5617 /World Localities/Europe/Western Europe/France/South East France/Corsica
5618 /World Localities/North America/USA/South (USA)/South Carolina/Greater Charleston (SC)
5619 /World Localities/Europe/Central & Eastern Europe/Eastern Europe/Ukraine/Kiev
5620 /World Localities/Asia/South Asia/Indian Ocean Islands
5621 /World Localities/Africa/Eastern Africa/Madagascar
5622 /World Localities/North America/USA/Florida/Florida Panhandle
5623 /World Localities/North America/USA/Florida/North Florida
5624 /World Localities/North America/USA/Florida/Central Florida

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5625 /World Localities/North America/USA/Florida/Southern Florida/South
Florida Metro
5626 /World Localities/Europe/Mediterranean Europe/Italy/Abruzzo
5627 /World Localities/Latin America/South America/Brazil/South
Brazil/Paraná
5628 /World Localities/Europe/Central & Eastern Europe/Eastern
Europe/Ukraine/Crimea
5629 /World Localities/Latin America/South America/Brazil/South
Brazil/Santa Catarina
5630 /World Localities/Latin America/South America/Brazil/South
Brazil/Rio Grande do Sul
5631 /World Localities/Latin America/South America/Brazil/Northeast
Brazil/Bahia
5632 /World Localities/Latin America/South America/Brazil/Southeast
Brazil/Minas Gerais
5633 /World Localities/Africa/Northern Africa/Libya
5634 /World Localities/Africa/Eastern Africa/Mozambique
5635 /World Localities/Africa/Middle Africa/Cameroon
5636 /World Localities/Africa/Middle Africa/Angola
5637 /World Localities/Africa/Western Africa/Côte d'Ivoire
5638 /World Localities/North America/USA/Florida/Southern Florida
5639 /World Localities/Asia/South Asia/India/South India/Tamil Nadu
5640 /World Localities/Asia/South Asia/India/South India/Karnataka
5641 /World Localities/North America/USA/Florida/Southern Florida/South
Florida Metro/Broward-Fort Lauderdale
5642 /World Localities/North America/USA/Florida/Central
Florida/Deltona-Daytona Beach
5643 /World Localities/Asia/East Asia/China/Northeast China/Jilin
5644 /World Localities/Asia/South Asia/India/North India/Uttar Pradesh
5645 /World Localities/Asia/South Asia/India/West India/Maharashtra
5646 /World Localities/Asia/South Asia/India/West India/Rajasthan
5647 /World Localities/Asia/South Asia/India/West India/Gujarat
5648 /World Localities/Asia/South Asia/India/South India/Andhra Pradesh
5649 /World Localities/Asia/South Asia/India/East India/West Bengal
5650 /World Localities/Asia/South Asia/India/East India/Bihar
5651 /World Localities/Asia/South Asia/India/South India/Kerala
5652 /World Localities/Asia/South Asia/India/North India/Madhya Pradesh
5653 /World Localities/Africa/Western Africa/Senegal
5654 /World Localities/Asia/South Asia/India/East India/Orissa
5655 /World Localities/Asia/East Asia/China/South Central China/Anhui
5656 /World Localities/Asia/East Asia/China/Southwest China/Guangxi
5657 /World Localities/Asia/East Asia/China/Southwest China/Yunnan
5658 /World Localities/Asia/East Asia/China/South Central China/Jiangxi
5659 /World Localities/Asia/East Asia/China/Southwest China/Guizhou
5660 /World Localities/Asia/East Asia/China/North Central China/Shanxi
5661 /World Localities/Asia/East Asia/China/Northwest China/Gansu
5662 /World Localities/Asia/East Asia/China/Northwest China/Ningxia
5663 /World Localities/Asia/East Asia/China/Northwest China/Qinghai
5664 /World Localities/Asia/East Asia/China/North Central China/Inner
Mongolia
5665 /World Localities/Asia/East Asia/China/Southeast China/Hainan
5666 /World Localities/Asia/East Asia/China/Eastern
China/Jiangsu/Nanjing

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5667 /World Localities/Asia/East Asia/China/Northeast
China/Heilongjiang/Harbin
5668 /World Localities/Asia/Southeast Asia/Philippines/Cebu
5669 /World Localities/North America/USA/California/California Central
Coast
5670 /World Localities/North America/USA/New England/Connecticut/New
Haven
5671 /World Localities/Africa/Eastern Africa/Zambia
5672 /World Localities/Asia/East Asia/South Korea/Gangwon
5673 /World Localities/Asia/East Asia/South Korea/South Gyeongsang
5674 /World Localities/Asia/East Asia/South Korea/North Gyeongsang
5675 /World Localities/Asia/East Asia/South Korea/South Jeolla
5676 /World Localities/Asia/East Asia/South Korea/North Jeolla
5677 /World Localities/Asia/East Asia/South Korea/South Chungcheong
5678 /World Localities/Asia/East Asia/South Korea/North Chungcheong
5679 /World Localities/Europe/Nordic Countries/Greenland
5680 /World Localities/Europe/Western Europe/France/South East
France/Auvergne-Rhône-Alpes/Auvergne
5681 /World Localities/Europe/Western Europe/France/Central
France/Centre-Val De Loire
5682 /World Localities/Europe/Western Europe/France/South West
France/Nouvelle-Aquitaine/Limousin
5683 /World Localities/Europe/Western Europe/France/East France/Grand-
Est/Alsace
5684 /World Localities/Europe/Western Europe/France/East
France/Bourgogne-Franche-Comté/Burgundy
5685 /World Localities/Europe/Western Europe/France/East France/Grand-
Est/Champagne-Ardenne
5686 /World Localities/Europe/Western Europe/France/East
France/Bourgogne-Franche-Comté/Franche-Comté
5687 /World Localities/Europe/Western Europe/France/East France/Grand-
Est/Lorraine
5688 /World Localities/Europe/Western Europe/France/North
France/Normandy/Lower Normandy
5689 /World Localities/Europe/Western Europe/France/North
France/Normandy/Upper Normandy
5690 /World Localities/Europe/Western Europe/France/North France/Hauts-
de-France/Nord-Pas-de-Calais
5691 /World Localities/Europe/Western Europe/France/North France/Hauts-
de-France/Picardy
5692 /World Localities/Europe/Western Europe/France/South East
France/Provence-Alpes-Côte d'Azur
5693 /World Localities/Europe/Western Europe/France/South East
France/Auvergne-Rhône-Alpes/Rhône-Alpes
5694 /World Localities/Europe/Western Europe/France/South West
France/Nouvelle-Aquitaine/Aquitaine
5695 /World Localities/Europe/Western Europe/France/South West
France/Occitanie/Languedoc-Roussillon
5696 /World Localities/Europe/Western Europe/France/South West
France/Occitanie/Midi-Pyrénées
5697 /World Localities/Europe/Western Europe/France/West
France/Brittany
5698 /World Localities/Europe/Western Europe/France/West France/Pays de
la Loire

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5699 /World Localities/Europe/Western Europe/France/South West
France/Nouvelle-Aquitaine/Poitou-Charentes
5700 /World Localities/Latin America/Caribbean/Guadeloupe
5701 /World Localities/Latin America/Caribbean/Martinique
5702 /World Localities/Asia/South Asia/Indian Ocean Islands/RV©union
5703 /World Localities/Asia/Southeast Asia/Indonesia/Java (Indonesia)
5704 /World Localities/Asia/Southeast Asia/Indonesia/Kalimantan
5705 /World Localities/Asia/Southeast Asia/Indonesia/Maluku Islands
5706 /World Localities/Asia/Southeast Asia/Indonesia/Nusa Tenggara
5707 /World Localities/Asia/Southeast Asia/Indonesia/Sulawesi
5708 /World Localities/Asia/Southeast Asia/Indonesia/Sumatra
5709 /World Localities/Asia/Southeast Asia/Indonesia/Western New Guinea
5710 /World Localities/Africa/Western Africa/Niger
5711 /World Localities/Africa/Western Africa/Mali
5712 /World Localities/Africa/Western Africa/Burkina Faso
5713 /World Localities/Africa/Southern Africa/Botswana
5714 /World Localities/Africa/Eastern Africa/Malawi
5715 /World Localities/Africa/Middle Africa/Chad
5716 /World Localities/Europe/Mediterranean Europe/Italy/Marche
5717 /World Localities/Europe/Mediterranean Europe/Italy/Friuli-Venezia
Giulia
5718 /World Localities/Europe/Mediterranean Europe/Italy/Trentino-Alto
Adige
5719 /World Localities/Europe/Mediterranean Europe/Italy/Umbria
5720 /World Localities/Europe/Mediterranean Europe/Italy/Basilicata
5721 /World Localities/Europe/Mediterranean Europe/Italy/Molise
5722 /World Localities/Europe/Mediterranean Europe/Italy/Aosta Valley
5723 /World Localities/Asia/East Asia/Japan/Chubu/Aichi
5724 /World Localities/Asia/East Asia/Japan/Chubu/Toyama
5725 /World Localities/Asia/East Asia/Japan/Chubu/Fukui
5726 /World Localities/Asia/East Asia/Japan/Chubu/Nagano
5727 /World Localities/Asia/East Asia/Japan/Chubu/Niigata
5728 /World Localities/Asia/East Asia/Japan/Chubu/Yamanashi
5729 /World Localities/Asia/East Asia/Japan/Chubu/Ishikawa
5730 /World Localities/Asia/East Asia/Japan/Chubu/Gifu
5731 /World Localities/Asia/East Asia/Japan/Chubu/Shizuoka
5732 /World Localities/Asia/East Asia/Japan/Chugoku/Tottori
5733 /World Localities/Asia/East Asia/Japan/Chugoku/Yamaguchi
5734 /World Localities/Asia/East Asia/Japan/Chugoku/Shimane
5735 /World Localities/Asia/East Asia/Japan/Chugoku/Hiroshima
5736 /World Localities/Asia/East Asia/Japan/Chugoku/Okayama
5737 /World Localities/Asia/East Asia/Japan/Kansai/Hyogo
5738 /World Localities/Asia/East Asia/Japan/Kansai/Shiga
5739 /World Localities/Asia/East Asia/Japan/Kansai/Nara
5740 /World Localities/Asia/East Asia/Japan/Kansai/Wakayama
5741 /World Localities/Asia/East Asia/Japan/Kansai/Mie
5742 /World Localities/Asia/East Asia/Japan/Kanto/Chiba
5743 /World Localities/Asia/East Asia/Japan/Kanto/Saitama
5744 /World Localities/Asia/East Asia/Japan/Kanto/Kanagawa
5745 /World Localities/Asia/East Asia/Japan/Kanto/Gunma
5746 /World Localities/Asia/East Asia/Japan/Kanto/Ibaraki
5747 /World Localities/Asia/East Asia/Japan/Kanto/Tochigi
5748 /World Localities/Asia/East Asia/Japan/Kyushu/Saga
5749 /World Localities/Asia/East Asia/Japan/Kyushu/Nagasaki

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5750 /World Localities/Asia/East Asia/Japan/Kyushu/Oita
5751 /World Localities/Asia/East Asia/Japan/Kyushu/Miyazaki
5752 /World Localities/Asia/East Asia/Japan/Kyushu/Kagoshima
5753 /World Localities/Asia/East Asia/Japan/Kyushu/Kumamoto
5754 /World Localities/Asia/East Asia/Japan/Shikoku/Kagawa
5755 /World Localities/Asia/East Asia/Japan/Shikoku/Ehime
5756 /World Localities/Asia/East Asia/Japan/Shikoku/Tokushima
5757 /World Localities/Asia/East Asia/Japan/Shikoku/Kochi
5758 /World Localities/Asia/East Asia/Japan/Tohoku/Aomori
5759 /World Localities/Asia/East Asia/Japan/Tohoku/Akita
5760 /World Localities/Asia/East Asia/Japan/Tohoku/Iwate
5761 /World Localities/Asia/East Asia/Japan/Tohoku/Yamagata
5762 /World Localities/Asia/East Asia/Japan/Tohoku/Miyagi
5763 /World Localities/Asia/East Asia/Japan/Tohoku/Fukushima
5764 /World Localities/Asia/East Asia/Japan/Kanto/Kanagawa/Kawasaki
5765 /World Localities/Asia/East Asia/Japan/Tohoku/Miyagi/Sendai
5766 /World Localities/Asia/Russia & CIS/Russian Federation/North
Caucasian District
5767 /World Localities/Europe/Southeastern Europe/Kosovo
5768 /World Localities/Europe/Southeastern Europe/Montenegro
5769 /World Localities/Europe/Mediterranean Europe/Vatican City
5770 /World Localities/Europe/Mediterranean Europe/Spain/Cantabria
5771 /World Localities/Europe/Mediterranean
Europe/Italy/Campania/Salerno & Amalfi Coast
5772 /World Localities/Europe/Mediterranean Europe/Portugal/Porto
5773 /World Localities/Europe/Mediterranean Europe/Portugal/Azores &
Madeira
5774 /World Localities/Latin America/South America/Brazil/Central West
Brazil/Goiás
5775 /World Localities/Asia/South Asia/India/East India/Chhattisgarh
5776 /World Localities/Asia/South Asia/India/North India/Punjab (India)
5777 /World Localities/Latin America/South America/Brazil/Southeast
Brazil/Espirito Santo
5778 /World Localities/Latin America/South America/Brazil/Northeast
Brazil/Alagoas
5779 /World Localities/Latin America/South America/Brazil/Northeast
Brazil/Ceará
5780 /World Localities/Latin America/South America/Brazil/Northeast
Brazil/Maranhão
5781 /World Localities/Latin America/South America/Brazil/Northeast
Brazil/Paraná
5782 /World Localities/Latin America/South America/Brazil/Northeast
Brazil/Pernambuco
5783 /World Localities/Latin America/South America/Brazil/Northeast
Brazil/Piauí
5784 /World Localities/Latin America/South America/Brazil/Northeast
Brazil/Rio Grande do Norte
5785 /World Localities/Latin America/South America/Brazil/Northeast
Brazil/Sergipe
5786 /World Localities/Latin America/South America/Brazil/Central West
Brazil/Mato Grosso
5787 /World Localities/Latin America/South America/Brazil/Central West
Brazil/Mato Grosso do Sul

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5788 /World Localities/Latin America/South America/Brazil/North
Brazil/Amazonas

5789 /World Localities/Latin America/South America/Brazil/North
Brazil/Par 

5790 /World Localities/Latin America/South America/Brazil/North
Brazil/Rond nia

5791 /World Localities/Latin America/South America/Brazil/North
Brazil/Tocantins

5792 /World Localities/Latin America/Central America/Mexico/Baja
California

5793 /World Localities/Latin America/Central America/Mexico/Northern
Mexico

5794 /World Localities/Latin America/Central America/Mexico/Northern
Mexico/Nuevo Le n

5795 /World Localities/Latin America/Central America/Mexico/Northern
Mexico/Chihuahua

5796 /World Localities/Latin America/Central America/Mexico/Northern
Mexico/Tamaulipas

5797 /World Localities/Latin America/Central America/Mexico/Central
Mexico

5798 /World Localities/Latin America/Central America/Mexico/Central
Mexico/Mexico State

5799 /World Localities/Latin America/Central America/Mexico/Central
Mexico/Veracruz

5800 /World Localities/Latin America/Central America/Mexico/Central
Mexico/Puebla

5801 /World Localities/Latin America/Central America/Mexico/Central
Mexico/Guanajuato

5802 /World Localities/Latin America/Central America/Mexico/Pacific
Coast (Mexico)

5803 /World Localities/Latin America/Central America/Mexico/Pacific
Coast (Mexico)/Guerrero

5804 /World Localities/Latin America/Central America/Mexico/Pacific
Coast (Mexico)/Oaxaca

5805 /World Localities/Latin America/Central America/Mexico/Pacific
Coast (Mexico)/Jalisco

5806 /World Localities/Latin America/Central America/Mexico/Pacific
Coast (Mexico)/Chiapas

5807 /World Localities/Latin America/Central America/Mexico/Pacific
Coast (Mexico)/Michoac n

5808 /World Localities/Latin America/Central America/Mexico/Pacific
Coast (Mexico)/Sinaloa

5809 /World Localities/Latin America/Central America/Mexico/Yucat n
Peninsula

5810 /World Localities/Asia/Southeast Asia/Thailand/Chiang Mai

5811 /World Localities/Asia/Southeast Asia/Thailand/Southern Thailand

5812 /World Localities/Asia/Southeast Asia/Thailand/Pattaya

5813 /World Localities/Latin America/Central America/Mexico/Baja
California/Los Cabos

5814 /World Localities/Latin America/Central America/Mexico/Central
Mexico/Cuernavaca (Morelos)

5815 /World Localities/Latin America/Central America/Mexico/Pacific
Coast (Mexico)/Guerrero/Acapulco

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5816 /World Localities/Latin America/Central America/Mexico/Pacific Coast (Mexico)/Jalisco/Puerto Vallarta
5817 /World Localities/Latin America/Central America/Mexico/Yucatán Peninsula/Quintana Roo
5818 /World Localities/Latin America/Central America/Mexico/Yucatán Peninsula/Yucatán
5819 /World Localities/Latin America/Central America/Mexico/Yucatán Peninsula/Quintana Roo/Cancún & Riviera Maya
5820 /World Localities/Latin America/Central America/Mexico/Yucatán Peninsula/Yucatán/Mérida
5821 /World Localities/North America/USA/South (USA)/South Carolina/Myrtle Beach & Grand Strand
5822 /World Localities/North America/USA/Florida/Southern Florida/Florida Keys
5823 /World Localities/North America/USA/Florida/Southern Florida/Fort Myers-Cape Coral
5824 /World Localities/North America/USA/Florida/Florida Panhandle/Tallahassee
5825 /World Localities/Europe/Southeastern Europe/Greece/Crete
5826 /World Localities/North America/USA/Hawaii/Oahu
5827 /World Localities/North America/USA/Hawaii/Maui
5828 /World Localities/North America/USA/Hawaii/Big Island (Hawaii)
5829 /World Localities/North America/USA/Hawaii/Kauai
5831 /World Localities/Europe/Southeastern Europe/Greece/Aegean Islands
5832 /World Localities/Latin America/South America/Ecuador/Galapagos Islands
5833 /World Localities/Latin America/South America/Ecuador/Quito
5834 /World Localities/Asia/West Asia/Turkey/Aegean Turkey
5835 /World Localities/Asia/West Asia/Turkey/Black Sea Turkey
5836 /World Localities/Asia/West Asia/Turkey/Central Anatolia
5837 /World Localities/Asia/West Asia/Turkey/Eastern Anatolia
5838 /World Localities/Asia/West Asia/Turkey/Marmara Region
5839 /World Localities/Asia/West Asia/Turkey/Mediterranean Turkey
5840 /World Localities/Asia/West Asia/Turkey/Southeastern Anatolia
5841 /World Localities/Asia/West Asia/Turkey/Marmara Region/Bursa
5842 /World Localities/Asia/West Asia/Turkey/Aegean Turkey/Izmir
5843 /World Localities/Asia/West Asia/Turkey/Mediterranean Turkey/Antalya
5844 /World Localities/Asia/West Asia/Turkey/Central Anatolia/Cappadocia
5845 /World Localities/Asia/West Asia/Turkey/Aegean Turkey/Muşla
5846 /World Localities/Asia/West Asia/Turkey/Aegean Turkey/Pamukkale
5847 /World Localities/Asia/West Asia/Turkey/Central Anatolia/Konya
5848 /World Localities/Asia/West Asia/Turkey/Mediterranean Turkey/Adana
5849 /World Localities/Asia/West Asia/Turkey/Aegean Turkey/Muşla/Bodrum
5850 /World Localities/Asia/West Asia/Turkey/Mediterranean Turkey/Mersin
5851 /World Localities/Europe/Western Europe/Benelux/Belgium/Flanders
5852 /World Localities/Europe/Western Europe/Benelux/Belgium/Wallonia
5853 /World Localities/Europe/Central & Eastern Europe/Austria/Burgenland
5854 /World Localities/Europe/Central & Eastern Europe/Austria/Carinthia

Note: This is a marked up excerpt of Google's RTB "Publisher Verticals" list. The original document is available at <https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals>. Yellow highlighting denotes categories that likely to be GDPR Article 9 "special category" data identifiers in RTB bid requests. Grey highlighting denotes data that might be "special category" data. Other items of interest are marked in blue.

5855 /World Localities/Europe/Central & Eastern Europe/Austria/Lower Austria
5856 /World Localities/Europe/Central & Eastern Europe/Austria/Salzburg
5857 /World Localities/Europe/Central & Eastern Europe/Austria/Styria
5858 /World Localities/Europe/Central & Eastern Europe/Austria/Tyrol
5859 /World Localities/Europe/Central & Eastern Europe/Austria/Upper Austria
5860 /World Localities/Europe/Central & Eastern Europe/Austria/Vorarlberg
5861 /World Localities/Europe/Western Europe/Benelux/Netherlands/Drenthe
5862 /World Localities/Europe/Western Europe/Benelux/Netherlands/Flevoland
5863 /World Localities/Europe/Western Europe/Benelux/Netherlands/Friesland
5864 /World Localities/Europe/Western Europe/Benelux/Netherlands/Gelderland
5865 /World Localities/Europe/Western Europe/Benelux/Netherlands/Groningen
5866 /World Localities/Europe/Western Europe/Benelux/Netherlands/Limburg
5867 /World Localities/Europe/Western Europe/Benelux/Netherlands/North Brabant
5868 /World Localities/Europe/Western Europe/Benelux/Netherlands/North Holland
5869 /World Localities/Europe/Western Europe/Benelux/Netherlands/Overijssel
5870 /World Localities/Europe/Western Europe/Benelux/Netherlands/South Holland
5871 /World Localities/Europe/Western Europe/Benelux/Netherlands/Utrecht
5872 /World Localities/Europe/Western Europe/Benelux/Netherlands/Zeland
5874 /World Localities/Europe/Western Europe/France/East France/Grand-Est
5875 /World Localities/Europe/Western Europe/France/East France/Bourgogne-Franche-Comte
5876 /World Localities/Europe/Western Europe/France/South East France/Auvergne-Rhone-Alpes
5877 /World Localities/Europe/Western Europe/France/North France/Hauts-de-France
5878 /World Localities/Europe/Western Europe/France/North France/Normandie
5879 /World Localities/Europe/Western Europe/France/South West France/Occitanie
5880 /World Localities/Europe/Western Europe/France/South West France/Nouvelle-Aquitaine
1434 /Finance/Credit & Lending/Debt Collection & Repossession
1437 /Finance/Credit & Lending/Loans/Personal Loans/Short-Term Loans & Cash Advances